

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
( Not for submission under 37 CFR 1.99)

Application Number	10020094
Filing Date	2001-12-13
First Named Inventor	Thomas E. Coverstone
Art Unit	2617
Examiner Name	D AGOSTA, Stephen M.
Attorney Docket Number	8931.002.NPUS0

<b>U.S.PATENTS</b>						<b>Remove</b>
Examiner Initial*	Cite No	Patent Number	Kind Code <sup>1</sup>	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	7680796		2010-03-16	Yeh, Leslie et al.	

If you wish to add additional U.S. Patent citation information please click the Add button.

**Add**

<b>U.S.PATENT APPLICATION PUBLICATIONS</b>						<b>Remove</b>
Examiner Initial*	Cite No	Publication Number	Kind Code <sup>1</sup>	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1					

If you wish to add additional U.S. Published Application citation information please click the Add button.

**Add**

<b>FOREIGN PATENT DOCUMENTS</b>							<b>Remove</b>	
Examiner Initial*	Cite No	Foreign Document Number <sup>3</sup>	Country Code <sup>2</sup>	Kind Code <sup>4</sup>	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T <sup>5</sup>
	1							<input type="checkbox"/>

If you wish to add additional Foreign Patent Document citation information please click the Add button

**Add**

<b>NON-PATENT LITERATURE DOCUMENTS</b>							<b>Remove</b>
Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.					T <sup>5</sup>

<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>( Not for submission under 37 CFR 1.99)</i>	Application Number	10020094
	Filing Date	2001-12-13
	First Named Inventor	Thomas E. Coverstone
	Art Unit	2617
	Examiner Name	D AGOSTA, Stephen M.
	Attorney Docket Number	8931.002.NPUS0

	1	Genasys to leverage GyPSii OpenExperienceO API for killer mobile social app, Feb. 12, 2010, 3 pages, Genasys, Amsterdam, The Netherlands, lbszone.com, Spatial Media, LLC, Washington D.C.	<input type="checkbox"/>
	2	NAVTEQ, LocationPoint Advertising Selected by Nobex Technologies Hyper-targeted, location aware advertising inventory available on Nobex Radio Companion, Press Center, Feb. 15, 2010, corporate.navteq.com/webapps	<input type="checkbox"/>
	3	BUTCHER, DAN, Apple blocks location-based in-app advertising, Feb. 18, 2010, 4 pages, mobilemarketer.com/cms/news/advertising/5430.print, Mobile Marketer, New York, NY, USA.	<input type="checkbox"/>
	4	TAYLOR, MARISA, In-Car Navigation on the IPhone, Wall Street Journal, Feb. 20, 2010, 2 pages, WSJ.com, New York, NY, USA.	<input type="checkbox"/>
	5	What we do - Communith & Entertainment, web page, download Feb. 23, 2010, one page, genasys.com, Genasys, Madrid, Spain.	<input type="checkbox"/>
	6	What we do - Proximity Info. and Advertising, web page, download Feb. 23, 2010, one page, genasys.com, Madrid, Spain.	<input type="checkbox"/>
	7	Facts about Google's acquisition of Admob, web page, download Feb. 23, 2010, one page, google.com, Google, Mountain View, CA.	<input type="checkbox"/>
	8	Facts about Google's acquisition of Admob, Frequently Asked Questions, web page, download Feb. 23, 2010, two pages, google.com, Google, Mountain View, CA.	<input type="checkbox"/>
	9	ALVAREZ, MARK, The Most Popular Location-Based App isn't Foursquare, it's MyTown, L'Atelier, Feb. 25, 2010, 3 pages, San Francisco, CA, USA.	<input type="checkbox"/>
	10	SIEGLER MG, Apple Gets Location Fever Too In The App Store, TechCrunch, Mar. 17, 2010, techcrunch.com/2010/03/17, California, USA.	<input type="checkbox"/>
	11	TechCrunch, Adverse To Adverts? Mobclix's SDK Brings Targeted Advertisements To The iPad, web page, download, Mar. 18, 2010, 4 pages, ismashphone.com/2010/03/18, California, USA.	<input type="checkbox"/>

<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <b>( Not for submission under 37 CFR 1.99)</b>		Application Number	10020094
		Filing Date	2001-12-13
		First Named Inventor	Thomas E. Coverstone
		Art Unit	2617
		Examiner Name	D AGOSTA, Stephen M.
		Attorney Docket Number	8931.002.NPUS0

	12	ANKENY, JASON, Google: One in three mobile searches has local intent, web page, download, Mar. 22, 2010, one page, FierceWireless.com.	<input type="checkbox"/>
	13	ROA, LEENA, NileGuide Unveils New Location-Based iPhone App For Travel Recommendations On The Go, TechCrunch, Mar. 23, 2010, techcrunch.com/2010/03/23, California, USA.	<input type="checkbox"/>
	14	MANDESE, JOE, Apple Poised To Unveil 'iAD,' New Mobile Ad Platform Is Jobs' 'Next Big Thing', MediaPost News, March 26, 2010, mediapost.com/publications, New York, NY, USA.	<input type="checkbox"/>
	15	SPENCE, NICK, Rumour: Apple 'iAd' mobile ad platform coming soon?, MacWorld.co.uk, March 29, 2010, macworld.co.uk/mac/news, London, UK.	<input type="checkbox"/>
	16	JUSTIN, Bluetooth Proximity Marketing Does Work, Here's Three Successful Case Studies, web page download, April 6, 2010, 4 pages, www.mobilemarketingwatch.com.	<input type="checkbox"/>
	17	KINCAID, JASON, Apple Announces iAd Mobile Advertising Platform, TechCrunch, April 8, 2010, techcrunch.com/2010/04/08, California, USA.	<input type="checkbox"/>
	18	Apple, Inc., Apple Previews iPhone OS 4, Press Release, April 8, 2010, 5 pages, Apple, Inc.	<input type="checkbox"/>
	19	Acuity Mobile eMAP, web page downloaded April 13, 2010, 2 pages, Acuity Mobile, Washington, DC.	<input type="checkbox"/>
	20	Acuity Mobile 5 Dimensions of Spot Relevance, web page downloaded April 13, 2010, 2 pages, Acuity Mobile, Washington, DC.	<input type="checkbox"/>
	21	NAVTEQ, Media Solutions, April 7, 2010, accessed on navteqmedia.com/pressroom/video.	<input type="checkbox"/>
	22	NAVTEQ, Media Solutions, April 7, 2010, accessed on navteqmedia.com/pressroom/video (transcript).	<input type="checkbox"/>

<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <b>( Not for submission under 37 CFR 1.99)</b>	Application Number	10020094
	Filing Date	2001-12-13
	First Named Inventor	Thomas E. Coverstone
	Art Unit	2617
	Examiner Name	D AGOSTA, Stephen M.
	Attorney Docket Number	8931.002.NPUS0

If you wish to add additional non-patent literature document citation information please click the Add button

#### EXAMINER SIGNATURE

Examiner Signature	/Stephen D Agosta/	Date Considered	06/29/2010
--------------------	--------------------	-----------------	------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> See Kind Codes of USPTO Patent Documents at [www.USPTO.GOV](http://www.USPTO.GOV) or MPEP 901.04. <sup>2</sup> Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>3</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>4</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>5</sup> Applicant is to place a check mark here if English language translation is attached.